

# ***BIOPHARMA LICENSING OPPORTUNITIES***

## ***BUILDING SUCCESSFUL AND LASTING RELATIONSHIPS WITH MAJOR INDUSTRY PLAYERS***

*A free educational seminar and networking  
opportunity for senior executives of  
Biotechnology, Life Science, and  
Pharmaceuticals companies*

**Presented by**



**in conjunction with**



**Thursday, December 4**

**7:30 – 11:00 a.m.**

**Beaver Brook Country Club**

**25 Country Club Drive  
Annandale (Clinton), NJ**

*7:30-8:30 a.m. – Networking & Continental Breakfast*

*8:30-10:30 a.m. – Program & Panel*

*10:30 – 11:00 a.m. -- Networking*

*Continental breakfast will be served.*

*This seminar is by invitation only and seating is limited, so confirm your reservation now.*

*To reserve your seat at this free seminar, please RSVP by December 1<sup>st</sup>*

*to [rbinkley@gatesandcompany.com](mailto:rbinkley@gatesandcompany.com) or 302-428-1338*

*The major pharmaceutical companies are continually searching for new technologies, innovations, and processes to help them maintain their competitive advantage . . .*

**BUT HOW DOES AN EARLY-STAGE COMPANY IDENTIFY  
THE RIGHT PEOPLE AT BIG PHARMA  
TO DISCUSS A LICENSING DEAL?**

*You are invited to join representatives from some of our area's most well known pharmaceutical companies and hear what they are looking for in 2004 and beyond. Panelists include representatives from these and other companies:*



*Some of the topics that will be discussed include:*

- The large company perspective and what big pharma looks for in licensing partners.
- How to identify and approach the right people within a major pharmaceutical company.
- Success factors and industry-leading examples of winning alliances, and in-licensing best practices.
- How to maximize your partnership upside while limiting the downside.
- Dealing with issues such as: territorial exclusivity, non-compete obligations, compulsory licensing of improvements, and restriction horizons.
- What types of transactions make the most sense: licensing, acquisition, etc.
- Building product tie-ins that maximize value.